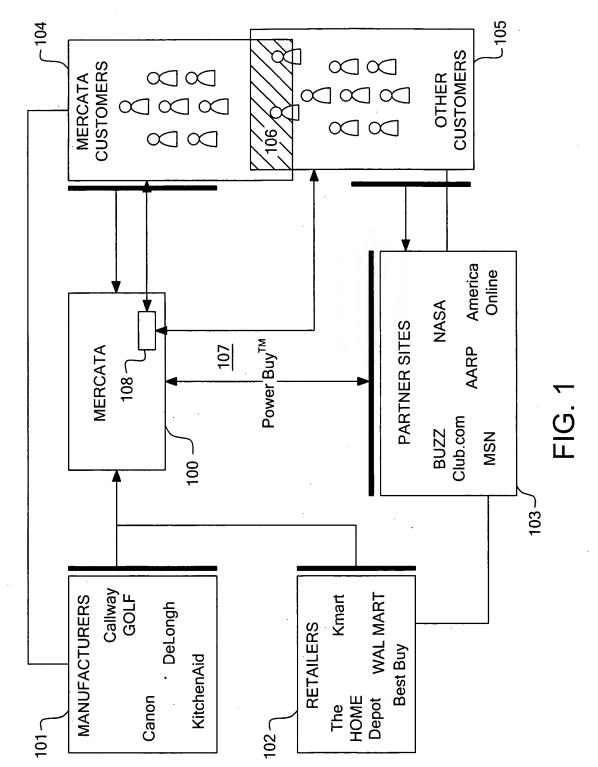


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Throughout The Internet
Inventor(s): Tom Van Horn *et al.*Atty. Docket No.: 22930-06085
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Title: System And Method For Extension
Of Group Buying Throughout The

Internet

Inventor(s): Tom Van Horn *et al.* Atty. Docket No.: 22930-06085 Sheet 2 of 31

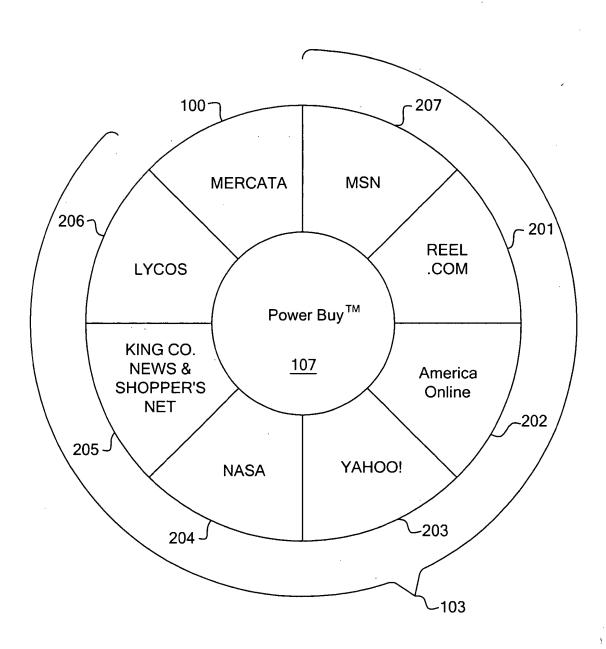


FIG. 2

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HANSI IONE THOUSEN	ONICI NOW MEDIANO	300	202
MERCAIA EACLUSIVE P	VE POWERS MISIN JOINS 302	2	NSW YOU
MARCH 1999 HOME CUS 1:00 AM PDT	MARCH 1999 HOME CUSTOMER SERVICE MY ACCOUNT PowerBuy CENTER HELP & INFO 1:00 AM PDT	INT PowerBuy CENTER	HELP & INFO T
Quick Search			
9 <i>)</i> - >	0	MSN Power Buy TM	204
Power Buys TM	Cassiopeia E-100	Microsoft [®]	100
Checked By PowerBuy	Power Buy	Ö	
i		System	
Consumer Electronics		PowerBuy	
Hand & Power Tools		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
Home & Kitchen	KEIAIL: \$449.99	\$179.99	
Lawn & Garden	Now: \$369.99	\$149.99	
Specialty Gifts	Save: \$80.00	\$30.00	
Sports & Fitness	Details	Details	
View Brands	Item:	Our Price: Our Price:	Page 1 of 1
Buyer's Guide	Cassiopeia Palm-size Multimedia PC. E-100	\$369.99 \$80.99	1 Day Remaining (Details)
·	Microsoft [®] Cordless Phone System	\$149.99 \$30.99	2 Day Remaining (Details)
MES	MESSAGE BOARD	304	
• These things one, and he	are great. My friend Joe had		★ NSW
• This price is \$10 less than	10 less than	Home About Us Customer Service	stomer Service
The phone wo	 The phone works really well with 	PowerBuy Center Help & Info Shopping Cart	Info Shopping Cart
	<u>ال</u>	Privacy Policy Terms and Conditions Site Manager	onditions Site Manager
	i		

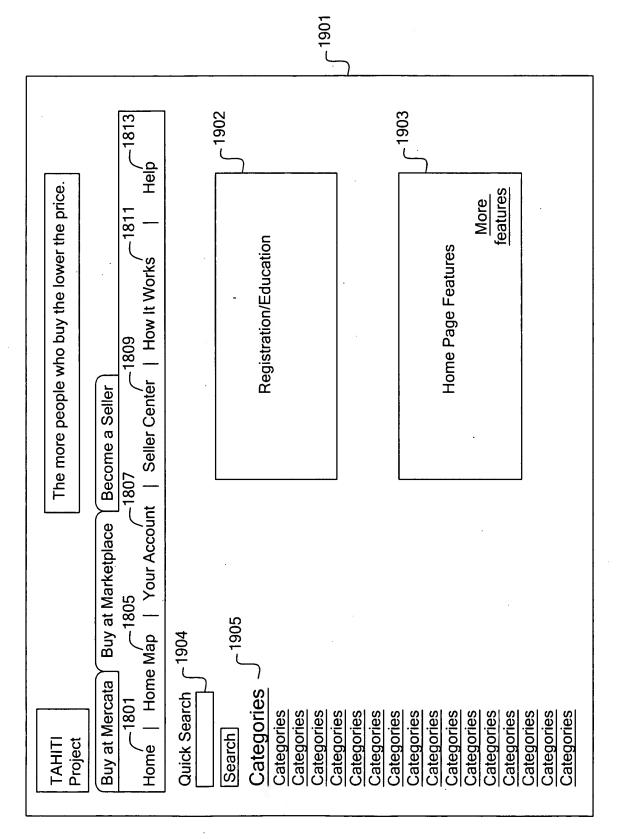
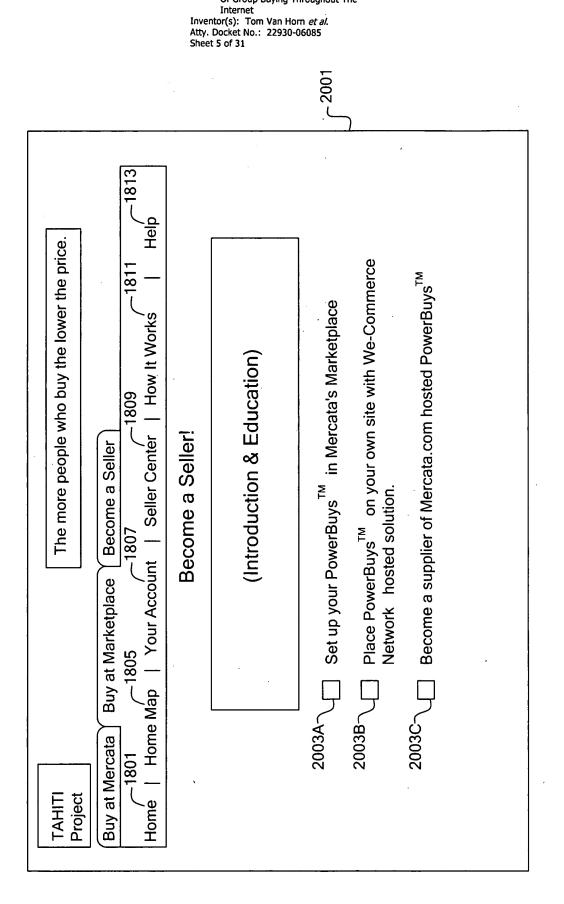
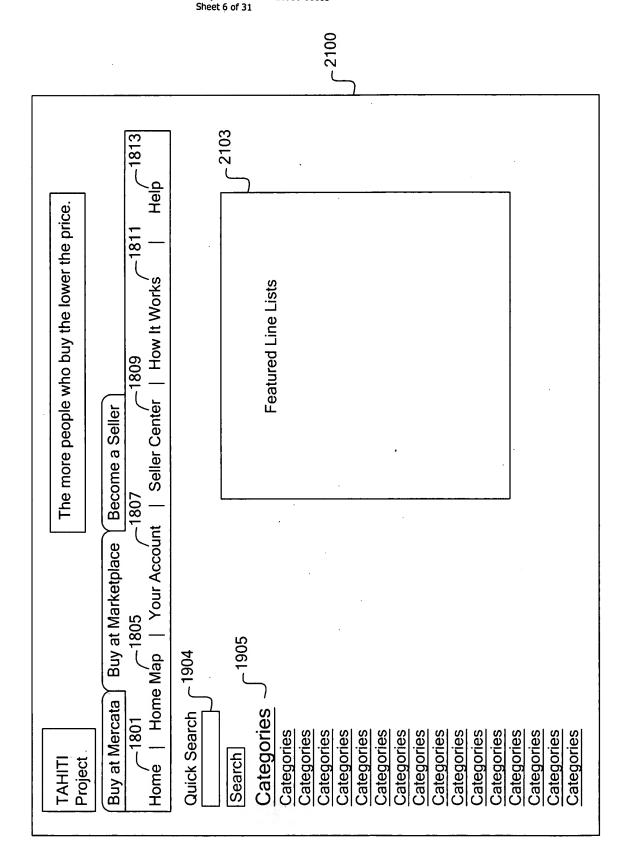


FIG. 19



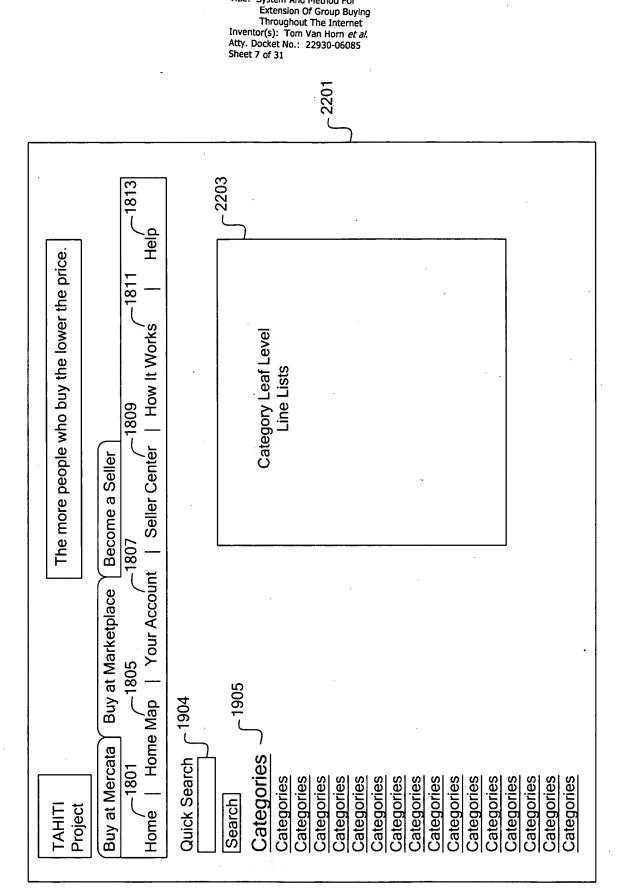
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FIG. 20



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Internet
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Application No.: 09/686,778 Title: System And Method For

-2300 1813 Help The more people who buy the lower the price. -1811 Make an offer Savings: \$ How It Works Ends: Product image -1809Payment Methods Accepted: | Your Account | Seller Centér Become a Seller Customer Service Info: E-mail: Shipping Options: Return Policy: Seller Description: Time Remaining: Current Price: \$ Long Description Product Name 1807 Seller Name: Started: Buy at Marketplace -1805 1905ء Home Map ~1904 Buy at Mercata **Sategories Quick Search** 1801 Categories Categories Categories Categories Categories Categories Categories **Sategories** Categories **Sategories** Categories Categories Categories Categories Categories Categories Search TAHITI Project Home

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2400 1813 The more people who buy the lower the price. By clicking the "I Accept" button below, you are agreeing to accept and How It Works ☑ Yes, I would like promotional e-mails from improvements Catalog. If you forget your password, we'll ask you the following question for abide by these Terms and Conditions and the Privacy Policy. 1809 | Seller Centér Become a Seller New Account Sign In (I Accept 1807 Your Account Buy at Marketplace 1805 Promotional Emails Verify Password: Password hint question: Password hint answer: Password: E-mail address: Home Map verification: **Buy at Mercata** -1801TAHITI Project Homé

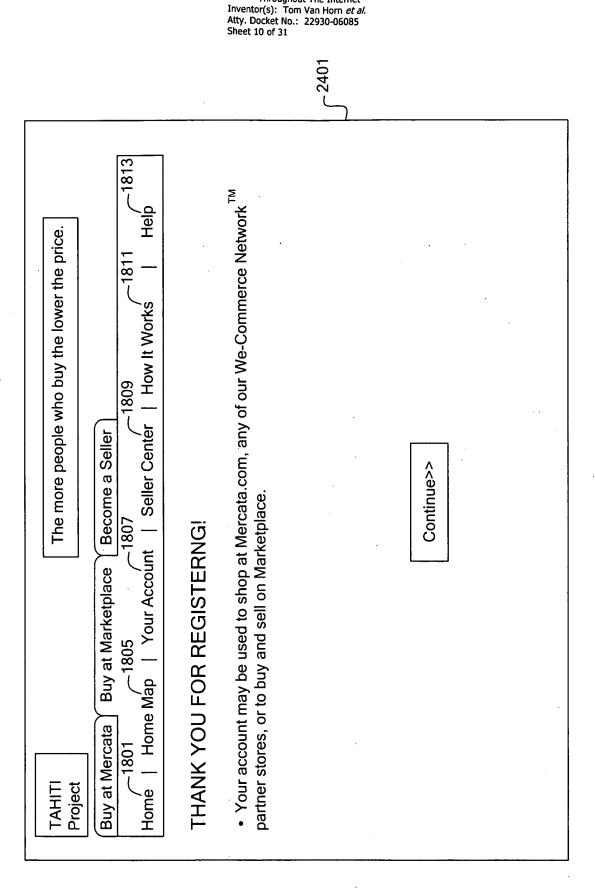
Application No.: 09/686,778

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Title: System And Method For Extension Of Group Buying Throughout The

FIG. 24A



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Throughout The Internet

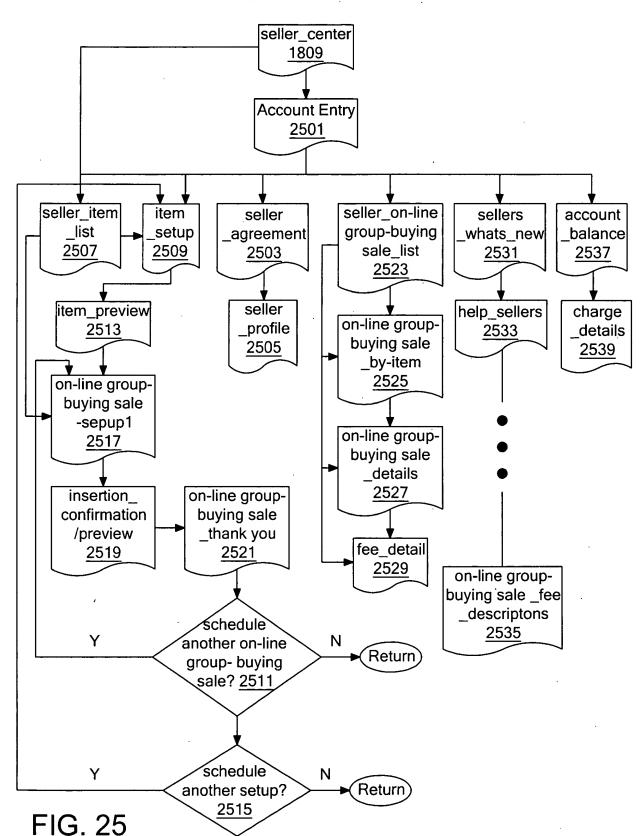
FIG. 24B

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2601 1813 self-service PowerBuysTM many answers. Read selling on Mercata's Read Seller Intro. Read Seller Tips Many questions, Featured place-The A-B-Cs of itles and other merchandising make more \$\$. Help tips help you ments, bold Seller FAQs The more people who buy the lower the price. ### ### 1811 How It Works 1809 Selling in Mercata's self-service PowerBuyTM is fast, easy and fun If you already have a Mercata account (as a customer or seller), Seller Centér Become a Seller Dont' have an account? Create a new account now 1807 you can begin now by using these links to: Your Account Buy at Marketplace - and it's way better than auctions! -1805 View/Edit Seller information Home Map Run a PowerBuyTM Seller Center View/edits items Buy at Mercata 1801 Set up items TAHITI Project Homé

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You have \$0.00 available 1813 How to use Mercata\$ All account information, including your name, contact information, passworkd and PowerBuy Information about your pending Powerbuy Offers. Click on the "Your Offer" link to increase offers and order information apply to all partner stores in the We-CommerceTM Networks. | Shopping Cart Help The more people who buy the lower the price. The more people who buy the lower the price. | Time Remaining | Your Offer | Current PowerBuy Mercata\$ 1811 How It Works You have no pending PowerBuy Offers Store Map | Your Account | Help Center | How It Works 1809 View and/or change your credit card information, shipping Seller Centér Become a Seller information, e-mail address and password settings. 1807 Your Account Buy at Marketplace Your Account Information Seller Your Current PowerBuys 1805 Home Map Item Buy at Mercata your offer 1801 MERCATA Home Project TAHITI Homé

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FIG. 27A

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E	•					
	Your Recent Orders					
	Click on a Order # for order or offer details	fer details.				
	ltem	Seller	Date of Sale	Order Number	Shipping Status	
	Aare Twin Minute Bed Portable Matress IGt.06721	Mercata	07/17/00	N0264529	Shipped-07/19/2000 UPS #17A956180340141246	\$47.64
• •	Skyway "Kingston" Rolling Duffel, Midnight Teal	Mercata	04/01/00	N0178466	Shipped-04/05/2000 UPS # 17096EDW0348152534	\$24.38
	English Heirloom 3-Piece Ergonomic Gardening Tool Set	Mercata	02/18/00	N0162357	Shipped-02/23/2000 UPS #17A985180360067021	\$9.97
	Motorola 14-channel TalkAbout Mercata 2-Way Radio (Anthracite), TALK250SA	Mercata 250SA	02/1/00	N0150877	Shipped-02/15/2000 UPS #17223A890340000003	\$162.74
	Your Account History					
	Review all orders, including past	t purchases	and Mercata	ast purchases and Mercata spent and earned.	earned.	
	Seller Account Information View Current PowerBuys TM View Futrue PowerBuys TM View Closed PowerBuys TM View Your Seller Account Balance	• • • •	Setup Items View/Edit Items Run a PowerBuy TM View Seller Information	∑ IV [™] ormation		

2801 813 Helpful material Help for Sellers The more people who buy the lower the price. 1811 How It Works Mercata's Marketplace does not control the content.. etc.. etc.. 1809 I understand that this is a binding agreement... etc... etc Seller Centér Become a Seller List of all things must be agreed upon registering: 1807 1. I am an adult... at least 18 years old.. etc I will not provide fraudulent... etc.. etc This is where the seller agreement goes. | Your Account Buy at Marketplace -1805☐ I agree (required) ☐ I agree (required) I agree (required) □ I agree (required) Home Map Seller Agreement Buy at Mercata -1801 **TAHITI Project** Home က 4.

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FIG. 28

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.2901 1813 The more people who buy the lower the price. These are your current default settings that will appear on your item's detail page. How It Works -1809 | Your Account | Seller Centér Become a Seller Save changes 1807 Buy at Marketplace Payment Methods Accepted: 805 Customer Service Info: Seller Information Seller Name: Seller Description: Seller E-mail: Home Máp Shipping Options: Tax Collected In: Return Policy: Buy at Mercata 1801 TAHITI Project Homé

FIG. 29

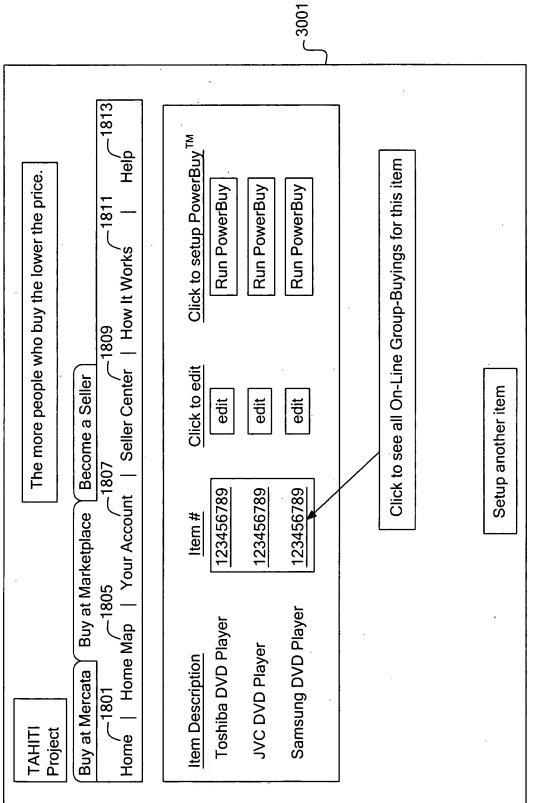


FIG. 30

FIG. 31A

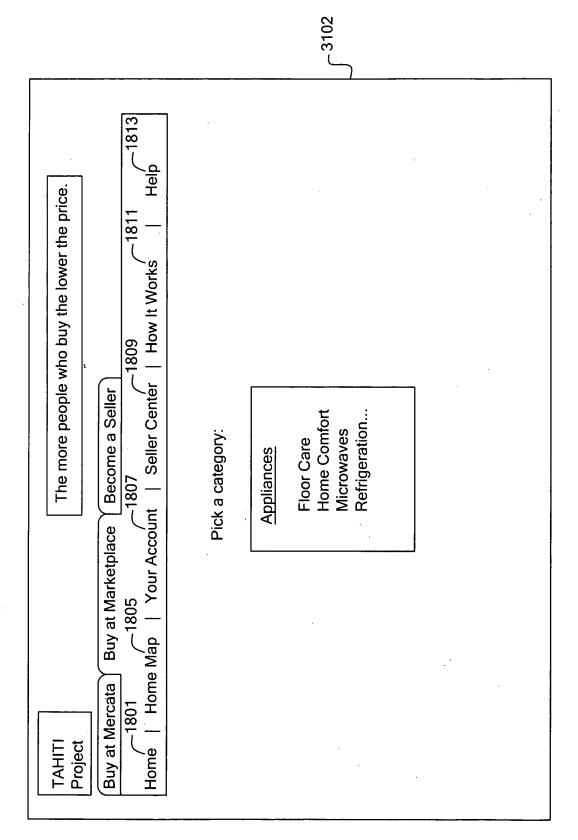


FIG. 31B

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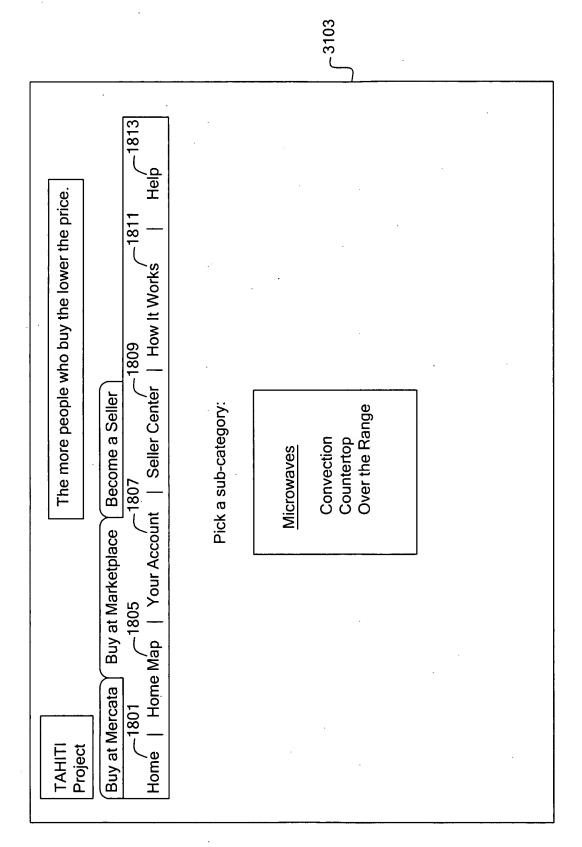


FIG 31C

3104 Setup another item 1813 make changes or setup your profile, please see Your Account. If your policies deviate for this Your company name and associated policies will appear on this product's detail page. To The more people who buy the lower the price. How It Works particular product, please note the changes in the long description above. PowerBuyTMthis item -1809 Convection Over The Range Seller Centér Become a Seller 1807 Product Information (Read Item Setup Tips) | Home Map | Your Account Preview item Refrigeration... Buy at Marketplace Microwave Floor Care Seller Information & Policies 1805 Baby Electronics... Product Name: Appliance Pick a category: Buy at Mercata Image URL: Description: -1801 TAHITI Project Home

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FIG. 311

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3201

1813 Continue The more people who buy the lower the price. 1811 How It Works Change -1809 Your Account | Seller Centér Item Preview Become a Seller 1807 Payment Methods Accepted: (display here) Buy at Marketplace Customer Service Info: (display here) Seller Description: (display here) Shipping Options: (display here) Tax Collected In: (display here) Product Name: (display here) Return Policy: (display here) Seller E-mail: (display here) -1805 Seller Name: (display here) Description: (display here) Category: (display here) Home Map Seller Information Item Information **Buy at Mercata** Product Image: -1801Project Homé TAHITI

FIG. 32

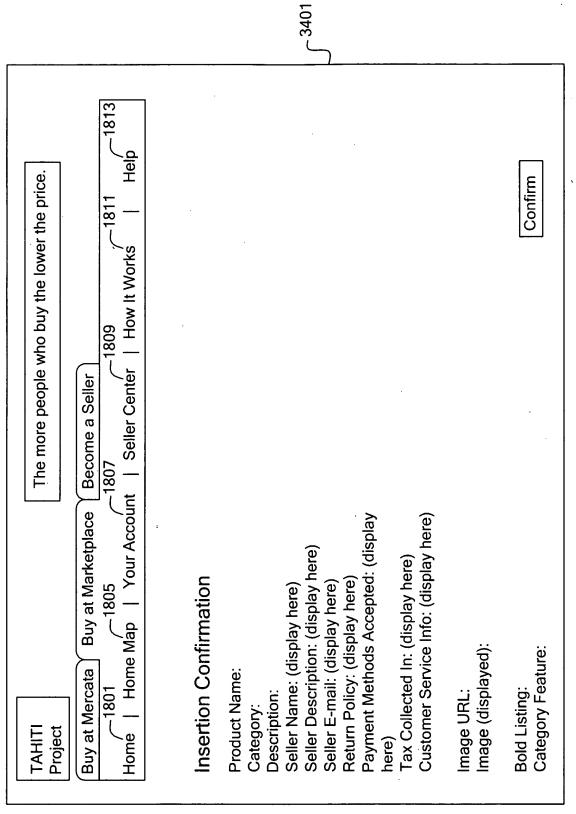
3301 Group-Buying Sale Exclusivity 3304 1813 On-Line Continue The more people who buy the lower the price. (choices) 1,3,5,7 days 1811 How It Works Today,.... Recalculate 1809 Quantity Available: Max. # of Units per Seller Centér Beginning Price: Become a Seller Item Number: * Product Name: Starting Date: PowerBuyTM Price Floor: Duration: buyer: ☐ Category Feature \$x.xx ☐ Home Page Feature \$x.xx ☐ Hot icon \$x.xx -1807 Your Account Buy at Marketplace Insertion Options ☐ Bold \$x.xx -1805 PowerBuyTM Pricing Home Map PowerBuys™ are at **Buy at Mercata** Start and End 1801 **10PM PST** Times of **TAHITI Project** Homé

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FIG. 33



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FIG. 34

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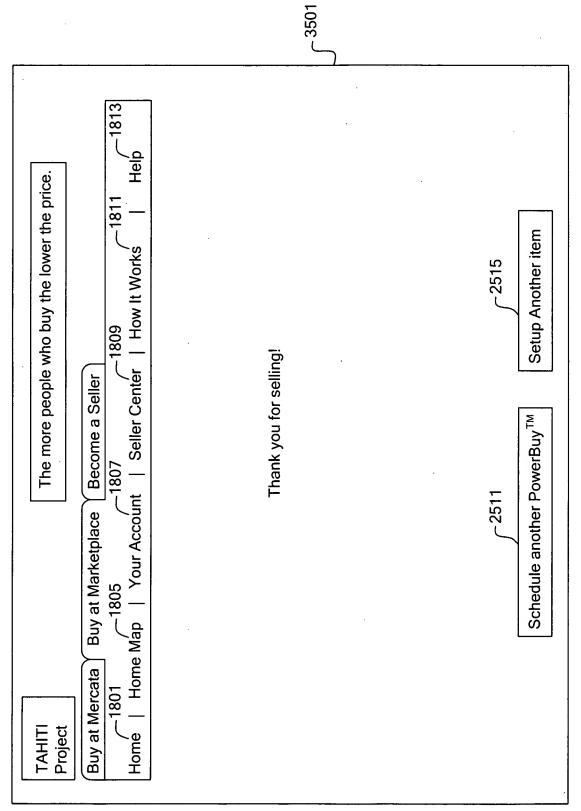


FIG. 35

3601 * * powerbuy-setup_ 1813 \$135.00 \$110.00 \$230.00 display 3301 Fees (Fig. 33) Links to PowerBuyTM. Click on the icon to the right of the listing to reschedule that PowerBuyTM. (**) Click the "Fees" link to see a detailed breakdown all of fees associated with a particular The more people who buy the lower the price. Committed | Total | Price | Inv. 200 20 55 1811 \$550.19 \$194.56 \$65.76 How It Works display 4100 fee_detail (Fig. 41) Links to 10 65 40 Click to see all On-Line Group-Buying Sales for this featuerd item -1809 | Your Account | Seller Centér 7 57 Ŋ Become a Seller takes seller to On-Line Group-Buying Sale details display Click on description to see more details of this insertion PowerBuyTM List- (Current, Future or Past) Samsung DVD Player, **Toshiba DVD Player** JVC DVD Player 1807 Description Buy at Marketplace -1805 8/28/00 8/30/00 123456789 8/28/00 8/30/00 123456789 8/28/00 8/30/00 98765432) Item # | Home Map Buy at Mercata Start | End -1801 3901 (Fig. 39) TAHITI Project Home

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FIG. 36

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-3701 1813 \$134 Fees \$26 \$28 \$55 Help <u>n</u> The more people who buy the lower the price. 30 30 30 30 1811 How It Works Total | Final Price | Units Sold 5 9 1809 \$218.24 \$235.87 \$240.07 \$255.81 Seller Centér Become a Seller offers Run this item on PowerBuyTMagain 15 19 -1807 Item Description: Samsung DVD Player Your Account Start Date | End Date | Committed Buy at Marketplace Ŋ 6 ∞ 2 List of PowerBuyTM by Item -1805Item Number: 123456789 Home Máp 8/23/00 8/30/00 8/26/00 8/21/00 Buy at Mercata 1801 8/15/00 8/27/00 8/20/00 8/24/00 TAHITI **Project** Home

FIG. 37

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1813 Help The more people who buy the lower the price. 1811 (start, end, offers, close price, link to report listing buyers who participated) How It Works -1809 Seller Centér Become a Seller Upcharge Selections PowerBuyTM Details Item Details 1807 Your Account Buy at Marketplace -1805 Home Map PowerBuyTM Details Buy at Mercata 1801 Project TAHITI Homé

FIG. 38

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3901 1813 Below is a breakdown of fees associated with the following PowerBuy group purchase: Total Charges The more people who buy the lower the price. 1811 \$15.00 \$10.00 \$8.00 \$4.00 \$18.00 How It Works 1809 Seller Centér Become a Seller Platnium Nose Hair Clippers w/Carrying Case 8/16/00 8/21/00 8/16/00 8/16/00 8/16/00 1807 Your Account Buy at Marketplace (Questions? Read fee descriptions) Closed 08/21/00. Item #89097657 PowerBuyTM Fee Details Special Placement/Category Special Placement/Gallery -1805Extra Display/Bold Title Home Máp Buy at Mercata Final Value -1801 Insertion TAHITI Project Home

FIG. 39

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4001 Click on Order # for an itemized 1813 list of charges The more people who buy the lower the price. 1811 Featured Listing Fee for Item # 123456789 How It Works Bold Listing Fee for Item # 123456789 Final Value Fee for Item # 123456789 Inserting Fee for Item # 123456789 Swept balance to order # (N12345) Swept balance to order # (N55555) Swept balance to order # (N54321) Insertion Fee for Item # 987654321 1809 Seller Centér Become a Seller 1807 Reason Your Account Buy at Marketplace \$187.29 (\$20.00)Amount \$185.00 \$123.50 (\$43.67)(\$2.00)(\$5.00)(\$5.00)-1805Home Map Pending Charges Date of Charge Past Charges Buy at Mercata 8/18/00 8/15/00 8/18/00 8/18/00 8/22/00 8/23/00 8/1/00 8/7/00 1801 **Project** Home TAHIT

FIG. 40

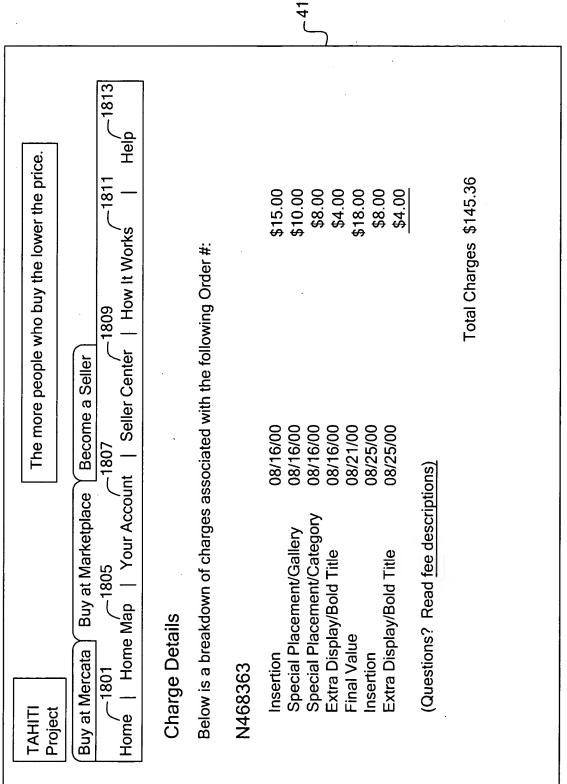


FIG. 41